Mission Activity Tracker
Media Guide

April 2008

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Media Guide

Background

Over the past several months, the MAT team, in close consultation with Posts and Media Hubs has been working to prepare the MAT system to meet the media data collection needs of the general PAS population across the globe and the Hubs. The new MAT release includes several enhancements to media data collection in response to the feedback received. The My Post page now provides individual users with the capability to manage local media outlets. Users are no longer required to email MAT info to update local media outlets. Also, shortly after this release, several updates to media activity questions intended to improve the quality of the data collected and to move us towards the long-term goal of integrating Media Hub reporting into MAT will be included.

I. Managing Media Outlets in the My Post page

The media section in the My Post page allows post administrators (or their designates) to manage directly the list of local media they are using within the MAT system.

How are media outlets classified?

Media Outlets in MAT are divided into two distinct categories:

1. **Local Outlets:** ***An outlet is local if its target audience is limited to one country*****.**

2. **Global Outlets:** ***An outlet is global if a significant part of its target audience is found in more than one country*****.**

The location of the headquarters or a field office of a global outlet in a particular country does not make an outlet local. ***As a general rule, outlets that are thought of as being regional or global in nature should be included in the global list and not be placed in the list of local outlets.***

The purpose behind this division is to minimize duplication of media outlets as much as possible by making all outlets a shared resource and clearly distinguishing those in the global list whose intended audiences go beyond country borders. Note that local media lists will be managed locally while the global media list will be managed in Washington with Media Hub and Post input. As a shared resource, however, media outlets “claimed” as local outlets by specific posts will be accessible for inclusion on individual post lists in any

country in the world. Updates to local outlets, however, will only be carried out by users in the responsible country.

We understand that it is not always easy to differentiate a global outlet from a local media source. For example, a local radio station may be carried through the internet to countries not normally within the broadcast range of that station, although its primary audience is within the borders of one country (which is where it should be listed). Also listed as a local outlet would be a radio or TV station that is based in a country, is directed at the population of that country, and simply "bleeds" over the border into a neighboring country.

We recognize that some outlets will fall into a gray area. In addition to the definitions above, another general rule of thumb for identifying if an outlet should be identified as global is if you can foresee another country also considering placing the outlet on a local list. This outlet would, therefore, be placed on the global list to avoid duplication.

Media outlets are further categorized as **Print, Radio, TV or Web**. We are considering creating a fifth category, news agency/wire, and will be investigating its inclusion in a future release. News agencies are a unique media category that overlaps considerably with the four main media types and are not that easily distinguished from the others. Please email any outlet(s) that do not fit within the categories provided to MATinfo@state.gov.

Who can manage media outlets?

All posts administrators are granted the privilege to manage media outlets. Post administrators should also grant this privilege/role to the Information Officer(s), if available, at their post and/or country and any other users as determined by the PAO. Users with this privilege/role are responsible for managing the media list and ensuring its accuracy. Please note that media outlet lists are country, not post, specific. For instance, there will be one Media outlet list for Turkey, which both Ankara and Istanbul can customize.

How can we update the Media outlet list?

The MAT media list was originally drawn from IIP's Media Matrix database, but has grown significantly with post additions. Members of the MAT team, with Hub input, worked to divide a list of over 5000 media outlets currently employed in MAT into global and local outlets. Preliminary Global and Local media lists have been developed and will be displayed in MAT with this release. There are known data quality issues with these lists, such as duplication, that we will endeavor to improve, but we will need your input to ensure efficient and accurate updates.

Users are encouraged to update their media outlet list to ensure they can easily and accurately report on their media activities. Below, please find recommended steps:

1. Review all outlets listed in your country for accuracy

2. Update all necessary information including all required fields (marked with an asterisk). All required fields must be completed or the media outlet information will not be saved.

3. Identify any duplicate outlets and email MATinfo@state.gov with the outlet name and media type (print, radio, TV, web).

4. Ensure that all outlets listed under your local list are in fact local outlets as defined above. If any outlets currently in your local list meet the criteria to be classified as a global outlet, please provide the outlet name and type (print, radio, TV, web) to MATinfo@state.gov.

Please do keep in mind that updating this list will be an on-going collaborative process with the Hubs and Posts. Your feedback has and will continue to help build the foundation for media reporting in MAT. Over time, with training, guidance and collaboration the media list can be improved and will become increasingly useful.

In **Appendix 1** you will find a list of fields asked of Print, TV, Web, Radio media outlets. In **Appendix 2** you will find step-by-step instructions on managing the media outlets.

II. Reporting on Interview/Press Conference Activities

Shortly following this release, new/updated questions will be included in the Interview/Press conference activity type. These new questions will enrich the quality and usefulness of reporting. The table below provides the new fields and guidance. Post administrators will receive an email from MATinfo when these questions have been updated/added.

Question
***Type of Interview or Press Conference: Select One.** *Television Interview* *Radio Interview* *Web interview* *Print Interview* *Press Conference*
Format of Interview or Press Conference. This is how the interview/press conference was conducted: Select One. *DVC* *In-Person* *Phone* *Satellite* *Teleconference* *Webchat*
Principal (interviewee) Type: To track the types of people who are "broadcasting" U.S. foreign policy in the field. Select One. *Ambassador; APAO; A/S; CAO; CG; DAS; DCM; FSN; IIP Speaker; IO; IRO; Other Mission Representative; Other USG Representative; PAO; Secretary; U/S; US-based Office Director*
Length of interview: Please estimate the duration of this interview/press conference. Select One *Less than 5 minutes* *5-10 minutes* *Longer than 10 minutes up to 20 minutes* *Longer than 20 minutes*
If broadcast, was this live or taped and then aired later? Select One *Live* *Taped*
If a broadcast, was the item dubbed? Select One *Yes* *No*
Language (of Interview/ Press Conference): Please select up to two languages, Pre-populated list
Was interview or press conference Translated? *Yes* *No*

Appendix 1. Media Outlet Fields

Listed below are the fields for which information is requested regarding the media outlets by type (print, radio, tv, web). All required questions are marked with an asterisk. The rest are optional.

Print
***Country**: defaults to the country your post is in.
***Publication Name**: Enter Exact Title. Onus on Administrator to be consistent– must be exact and consistent to avoid double counting. Please do not use diacritical marks in the name to ensure consistency within the database.
***Frequency**: Direction: Choose category that best describes publication frequency *Daily* *Weekly* *Bimonthly* *Monthly* *Quarterly / Annually*
***Type**: *Newspaper* – broad news covering outlet *Magazine* – weekly coverage of news, sports, entertainment *Journal* – more focused professional area
***Primary Language**: Pre-populated list; first letter of language takes user to language name in alphabetic list
Range of Distribution National - to entire country Capital Region – for capital region (reaches elites), but not whole country Regional (non-capital) – one or more regions outside of capital
Audience Numbers (Circulation)[1]: Overall circulation numbers
Subject Matter: General News/Current Affairs Government and Politics Security Economics and Trade Education and Culture
Ownership: Private – owned by private entity(ies) Government/Public – State owned Quasi-Governmental – Public/Private partnership, government subsidy
General Stance on the United States: Positive – generally positive to very positive Neutral – no discernable overall leaning Negative – generally negative to very negative

[1] Please note, that this information is being collected for your use in the field. It will help you manage and explain your media activities. For example, because of the significant variations in which media reach (circulation, viewership, listenership, and internet hits) is tracked across the world, audience information is not currently being collected for purposes of cross-Mission comparison or analysis.

Radio
***Country**: defaults to the country your post is in.
***Network/Station Name**: Enter Exact Title. Onus on Administrator to be consistent– must be exact and consistent to avoid double counting. Please do not use diacritical marks in the name to ensure consistency within the database. Please note that Programs/Shows should not be entered as media outlets. You will be able to enter program names when entering activities.
Not applicable: This question will be removed in a future release. For the time being please select "Daily" as long as the question is required by the system. We will remove these responses on our end. ***Frequency**: Direction: Choose category that best describes program/show frequency *Daily* *Weekly* *Bimonthly* *Monthly* *Quarterly / Annually*
***Type**: *Debate/Talk Show* – Politics/other-oriented discussion show *Documentary* – extended examination of subject matter that includes coverage of USG issues and people *Entertainment* – Low and High Culture (educational issues, music, dance, etc.) *News Magazine* – More extended news coverage *News Program* – Nightly/Afternoon/Morning News
***Primary Language**: Pre-populated list; first letter of language takes user to language name in alphabetic list
Range of Distribution National - to entire country Capital Region – for capital region (reaches elites), but not whole country Regional (non-capital) – one or more regions outside of capital
Audience Numbers (Average Listenership)[1]: Average number of people listening to this station. As the way listenership statistics are reported varies across countries, in a future release, we will ask those administrating the media lists to classify listenership numbers by the unit of the report (daily, weekly, monthly, etc).
Subject Matter: General News/Current Affairs Government and Politics Security Economics and Trade Education and Culture
Ownership: Private – owned by private entity(ies) Government/Public – State owned Quasi-Governmental – Public/Private partnership, government subsidy
General Stance on the United States: Positive – generally positive to very positive Neutral – no discernable overall leaning Negative – generally negative to very negative

Television
***Country**: defaults to the country your post is in.
***Network/Station Name**: Enter Exact Title. Onus on Administrator to be consistent– must be exact and consistent to avoid double counting. Please do not use diacritical marks in the name to ensure consistency within the database. Please note that Programs/shows should not be entered as media outlets. You will be able to enter program/show names when entering activities.
Not applicable: This question will be removed in a future release. For the time being please select "Daily" as long as the question is required by the system. We will remove these responses on our end. ***Frequency**: Direction: Choose category that best describes program/show frequency *Daily* *Weekly* *Bimonthly* *Monthly* *Quarterly / Annually*
***Type**: *Debate/Talk Show* – Politics/other-oriented discussion show *Documentary* – extended examination of subject matter that includes coverage of USG issues and people *Entertainment* – Low and High Culture (educational issues, music, dance, etc.) *News Magazine* – More extended news coverage *News Program* – Nightly/Afternoon/Morning News
***Primary Language**: Pre-populated list; first letter of language takes user to language name in alphabetic list
Range of Distribution National - to entire country Capital Region – for capital region (reaches elites), but not whole country Regional (non-capital) – one or more regions outside of capital
Audience Numbers (Average Viewership)[1]: Average number of viewers. As the way viewership statistics are reported varies across countries, in a May maintenance release, we will ask those administrating the media lists to classify viewership numbers by the unit of the report (daily, weekly, monthly, etc.
Subject Matter: General News/Current Affairs Government and Politics Security Economics and Trade Education and Culture
Ownership: Private – owned by private entity(ies) Government/Public – State owned Quasi-Governmental – Public/Private partnership, government subsidy
General Stance on the United States: Positive – generally positive to very positive Neutral – no discernable overall leaning Negative – generally negative to very negative

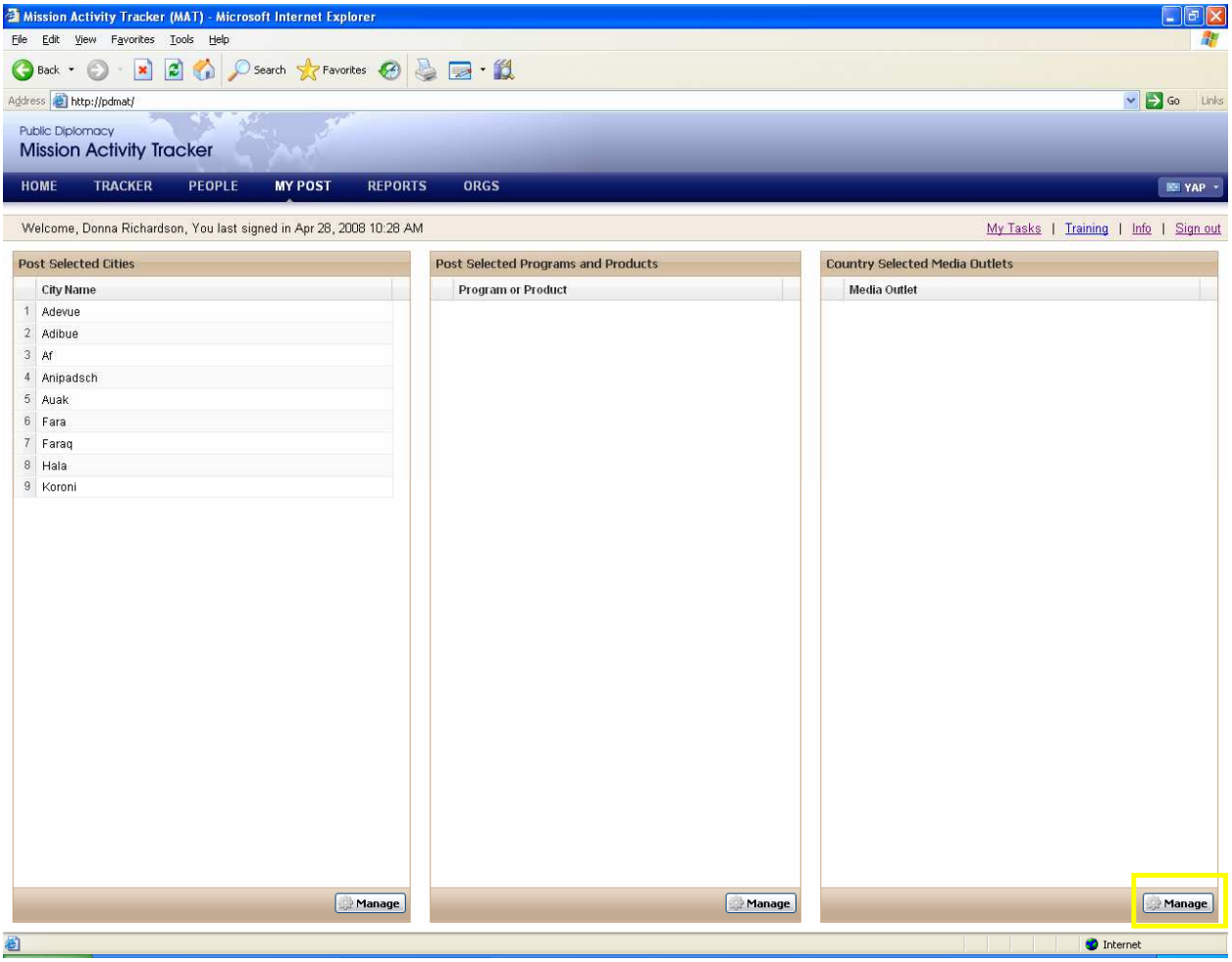
Website
***Country**: defaults to the country your post is in.
***** **Website Name**: Enter Exact Title. Onus on Administrator to be consistent– must be exact and consistent to avoid double counting. Please do not use diacritical marks in the name to ensure consistency within the database.
***Website url**: Enter Exact website url
***Primary Language**: Pre-populated list; first letter of language takes user to language name in alphabetic list
Audience Numbers[1]: Number – Unique daily users/visitors to particular sites
Subject Matter: General News/Current Affairs Government and Politics Security Economics and Trade Education and Culture
Ownership: Private – owned by private entity(ies) Government/Public – State owned Quasi-Governmental – Public/Private partnership, government subsidy
General Stance on the United States: Positive – generally positive to very positive Neutral – no discernable overall leaning Negative – generally negative to very negative

Appendix 2. Step by Step Instructions- Managing Media Outlets

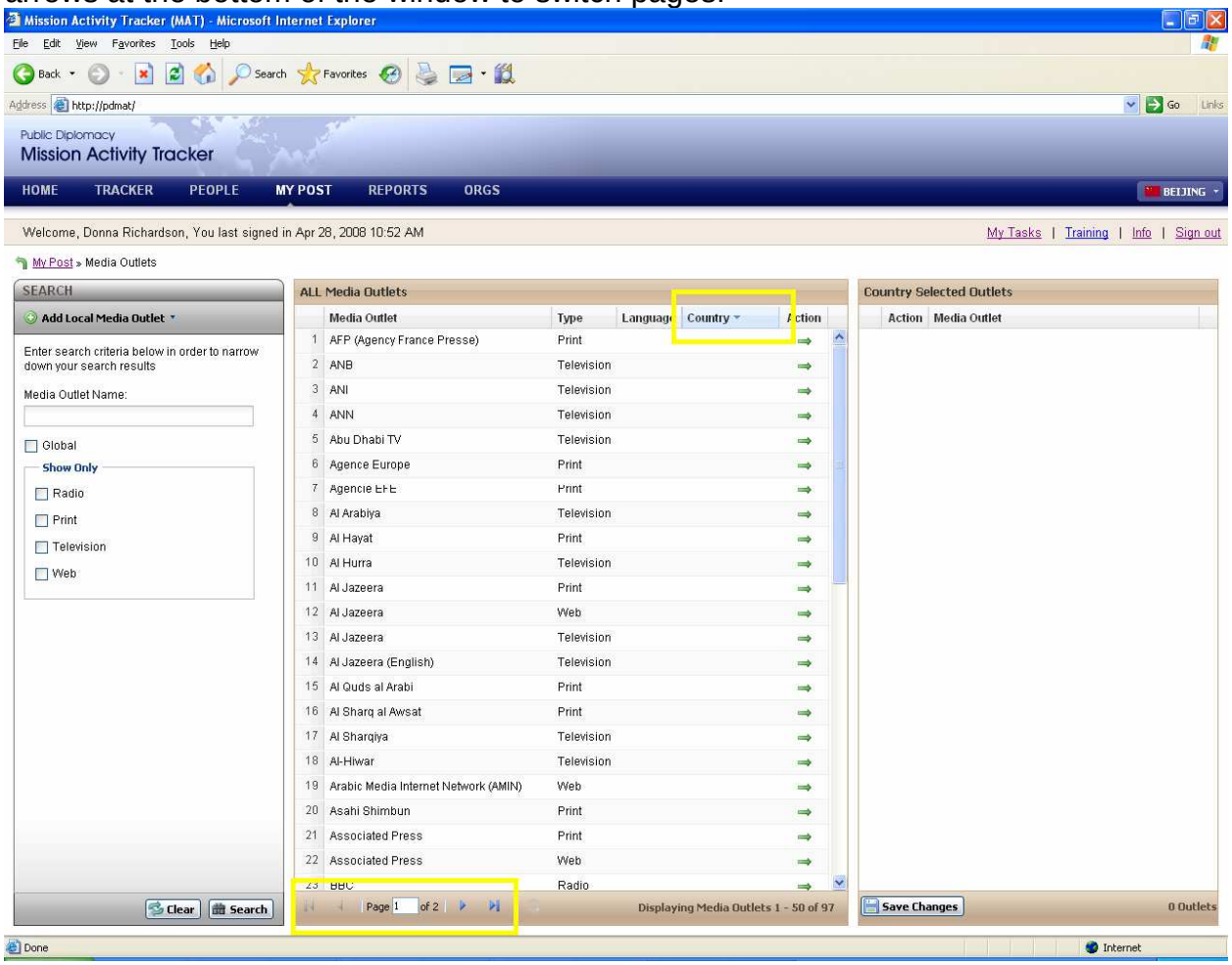
1.) Go to the “My Post” page in the Navigation Bar.

2.) Click the

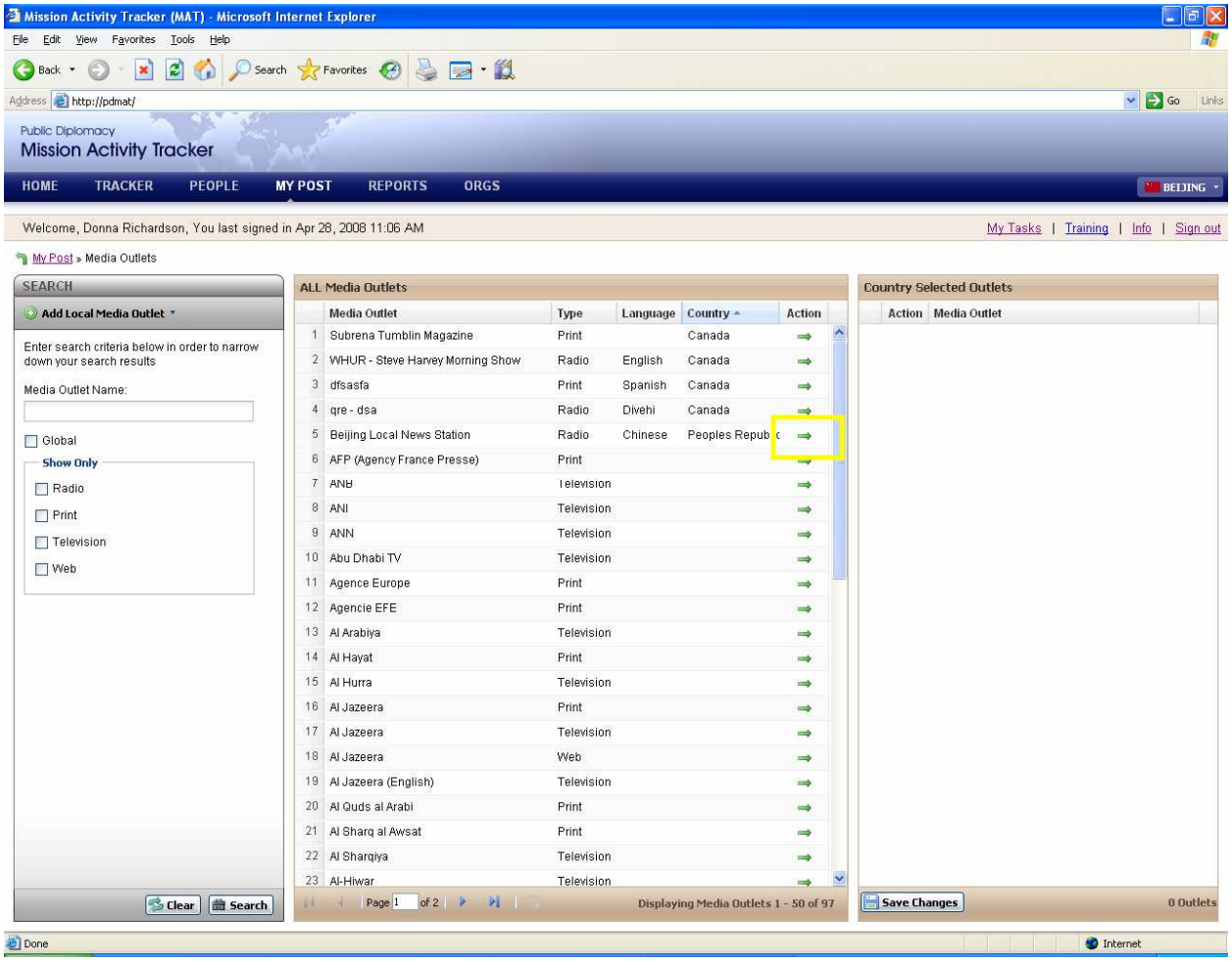
button on the bottom of the “Country Selected Media Outlets” window.



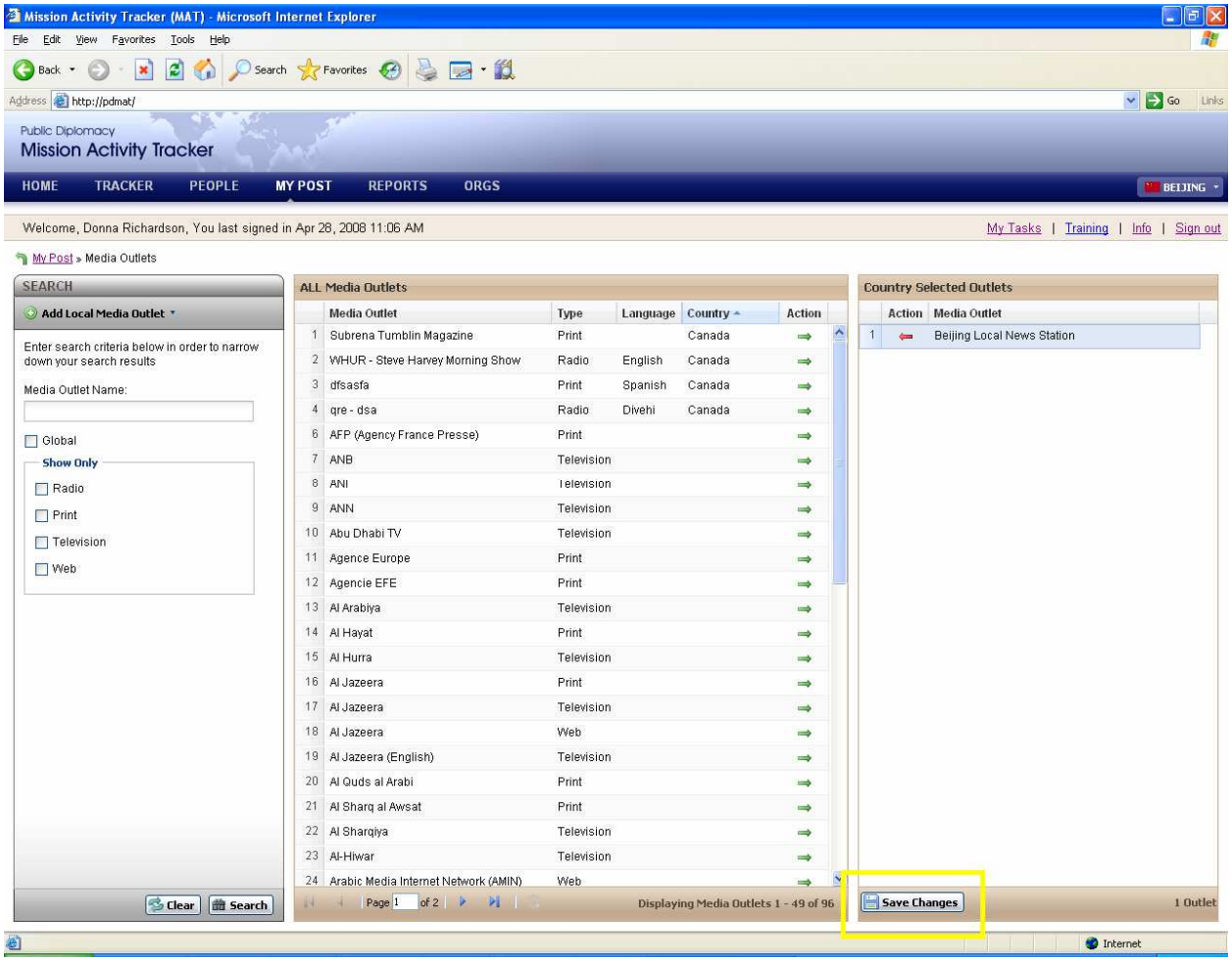
3.) If you have emailed MATInfo@state.gov to add media outlets, all of your Post's Media Outlets will display in the "ALL Media Outlets" window. Click the "Country" header under the "ALL Media Outlets" window to sort by "Country". If your country designated media outlets are not being displayed click the blue arrows at the bottom of the window to switch pages.



4.) **Adding Country Outlets**: Once country's media outlets are displayed, select the ➡ button, under the "Action" column to move the media outlet to the "Country Selected Outlets" window. Repeat for additional outlets. To remove a media outlet, simply select the ⬅ button. This moves the media outlet back to the "ALL Media Outlets" window.



5.) Once finished moving outlets, click the Save Changes button at the bottom of the “Country Selected Outlets” window. A save confirmation will appear and a saved confirmation status.



6.) **Adding Global Outlets:** Next, add any Global Media Outlets that your Post uses. You can search for Global Media Outlets two different ways:

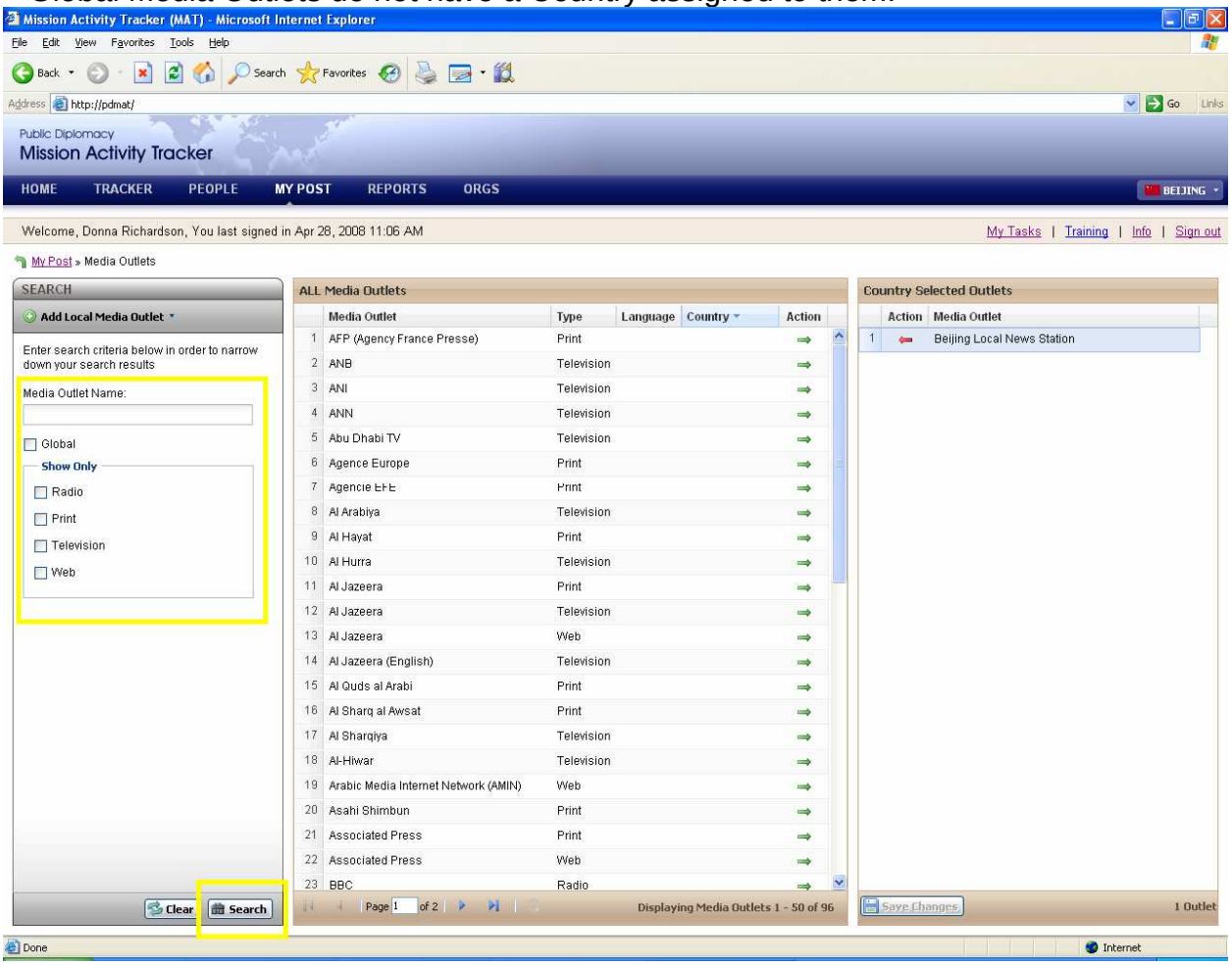
1.) Search for Global Media Outlets individually by name: In the SEARCH window, under “Media Outlet Name” enter part or an entire Media Outlet name in the keyword search field, then click the “Search” button at the bottom of the window.

2.) Search for Global Media Outlets by viewing the entire Global list: In the SEARCH window, select the “Global” checkbox below the “Media Outlet Name” keyword search field, then click the “Search” button at the bottom of the window.

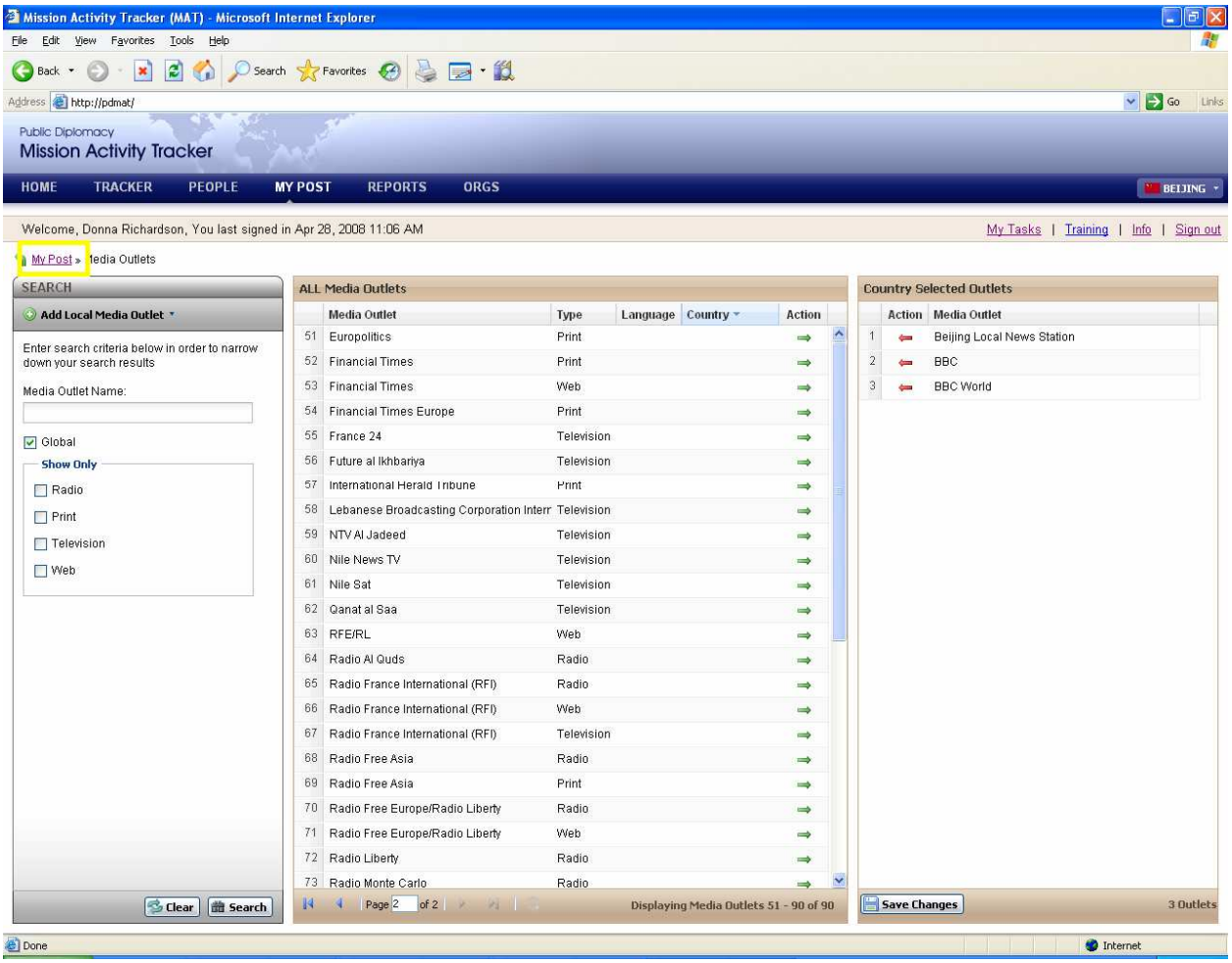
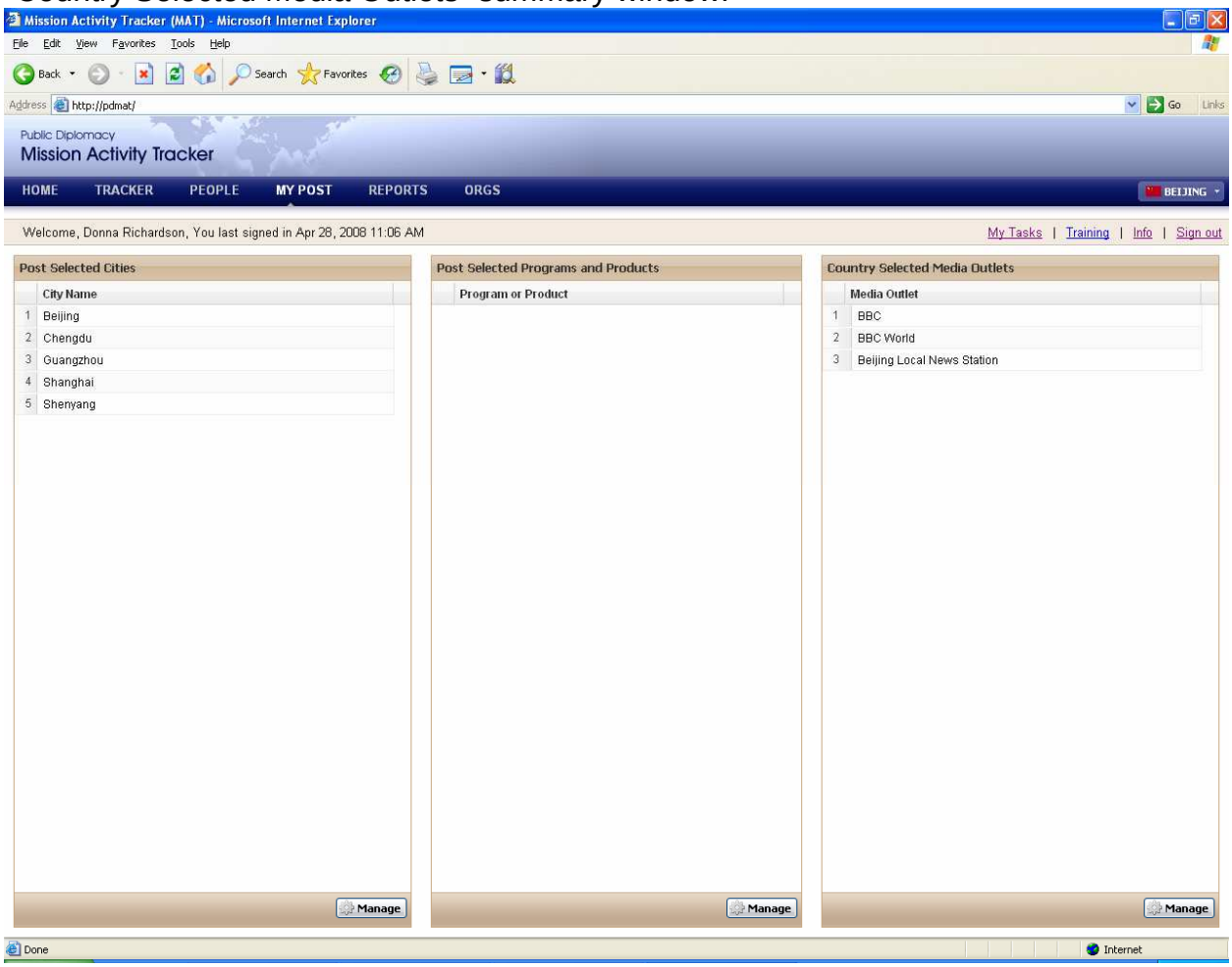
If you intend to add a global outlet to your “Country Selected Outlets” list, remember to select the ➡ button, under the “Action” column. Once finished, click the Save Changes button

*Results may be filtered by media outlet type (radio, tv, web, print) by selecting from the options in the “Show Only” box.

**Global Media Outlets do not have a Country assigned to them.



7.) To return to the “My Post” main page, select the My Post link above the SEARCH window.



* On the “My Post” page, the newly selected Media Outlets will appear in the “Country Selected Media Outlets” summary window.